



KSHB-TV

ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **313169 / SPENC-Spence for Governor 2012**

Original Date / Revision **09/27/12 09/28/12**

Advertiser **Spence / Republican / Gove**

Agency **Smart Media Group**
 Buying Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039

Primary Account Executive
 Tara Washburn

Account Executive

Order% **100%**
 Start Date
 End Date
 Tara Washburn

Product

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C02C08**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	63	\$16,723.75	\$19,675.00	0.00	10/01/12	10/08/12	63	\$16,723.75	\$19,675.00
Totals	63	\$16,723.75	\$19,675.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/02/12	10/08/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$125.00	P-3	0.00 NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--			5		\$125.00		0.00			
N 2	KSHB	10/02/12	10/08/12	M-F 3-4p Jeff Probst show	CM	3-4p	11111--	:30	5	\$40.00	P-3	0.00 NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--			5		\$40.00		0.00			
N 3	KSHB	10/02/12	10/07/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	2	\$35.00	P-3	0.00 NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			2		\$35.00		0.00			



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Print Date: 10/01/12

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Contract / Revision **313169** Flight Dates **10/02/12-10/08/12** Hiatus Dates
 Original Date / Revision 09/27/12/ 09/28/12 Order Sep 00:20:00
 Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for Governor** Estimate # **C02C08**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	10/02/12	10/08/12	Today Show Today Show	CM	7-9a	22222--	:30	10	\$375.00	P-2	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	22222--					10	\$375.00		0.00			
N 5	KSHB	10/02/12	10/07/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$550.00		0.00			
N 6	KSHB	10/02/12	10/08/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11111--					5	\$600.00		0.00			
N 7	KSHB	10/02/12	10/08/12	Nightly News Nightly News	CM	530-6p	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11111--					5	\$700.00		0.00			
N 8	KSHB	10/02/12	10/08/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	11111--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11111--					5	\$120.00		0.00			
N 9	KSHB	10/02/12	10/07/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$275.00		0.00			
N 10	KSHB	10/02/12	10/08/12	M-F Late News M-F Late News	CM	10-1035p	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11111--					5	\$400.00		0.00			
N 11	KSHB	10/02/12	10/08/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$340.00	P-3	0.00	NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	11111--					5	\$340.00		0.00			
N 12	KSHB	10/02/12	10/07/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					2	\$175.00		0.00			
N 13	KSHB	10/02/12	10/07/12	Friday Prime B Friday Prime B	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
N 14	KSHB	10/02/12	10/07/12	Friday Prime C Friday Prime C	CM	9-10p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$800.00		0.00			
N 15	KSHB	10/02/12	10/07/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$300.00		0.00			
N 16	KSHB	10/02/12	10/08/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-111---	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 10/01/12

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Hiatus Dates

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Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for Governor** Estimate # **C02C08**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	10/02/12	10/08/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	- 111 - - -	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	- 111 - - -			3			\$125.00		0.00			
N 17	KSHB	10/02/12	10/08/12	Today Show II Today Show II	CM	9-10a	11111 - -	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111 - -			5			\$75.00		0.00			
N 18	KSHB	10/02/12	10/08/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	MTWTF - -	:30	1	\$5.00	P-3	0.00	NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF - -			1			\$5.00		0.00			
Totals														63	\$19,675.00